

businessAD

Mehr Wert für Marken

Channel Education & Career



How to reach pupils, students and young potentials

Q4/23

# Channel Education & Career

The channel for reaching out to pupils, students, trainees and young professionals

Are you planning an employer branding campaign or want to reach young people in education or studies? Would you like to place your company profile and job vacancies on a suitable webpage?

The businessAD channel **Education & Career** includes renowned expert portals such as **audimax.de** for pupils and students, training / job sections of professional portals as well as job marketplaces and vertical job sections as well as vertical knowledge portals such as **karrierebibel.de** or the **Gabler Wirtschaftslexikon**. The advertising approach can be done via display, native integration or, for example, native ads on portals like **abi-pur.de**, **audimax.de**, **e-hausaufgaben.de**, **mystipendium.de**.



## Channel Education & Career



|                  |             |
|------------------|-------------|
| All Websites     | 17+ Portale |
| Page impressions | 7.343.083   |
| Visits           | 3.811.291   |
| Unique users     | 1.605.749   |

### Target Groups:

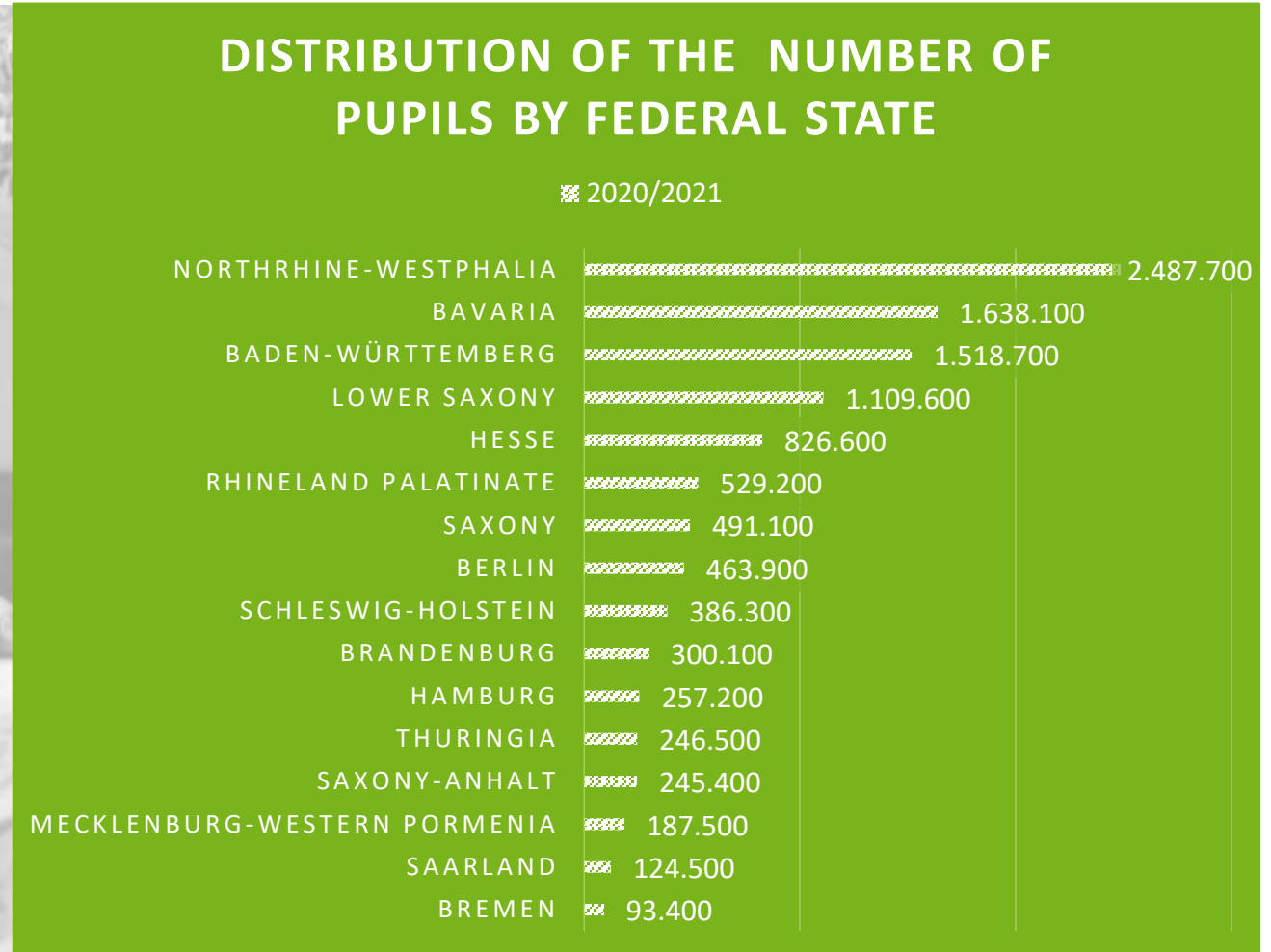
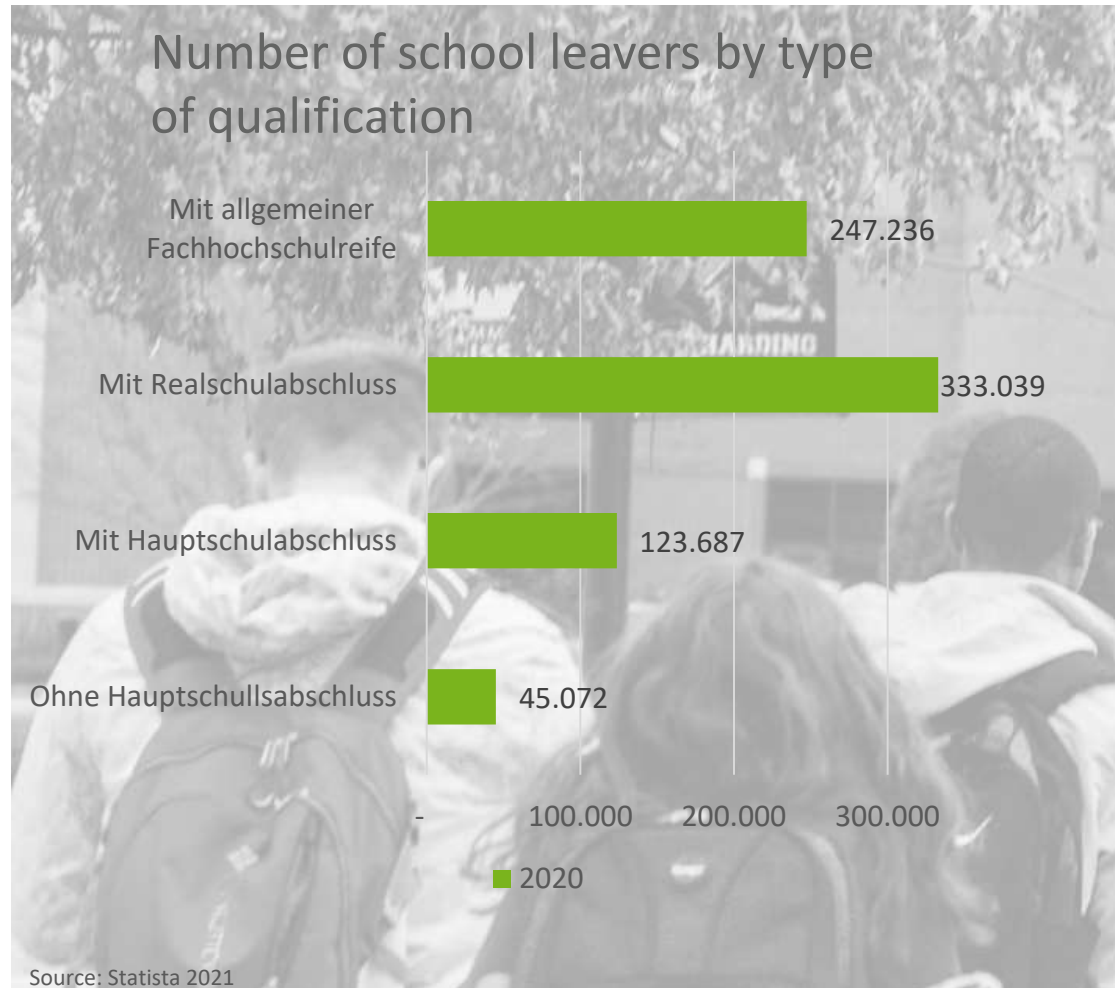
- Pupils
- Trainees
- Students
- Young Professionals

### Topics / editorial environments:

Study, school, university, jobs

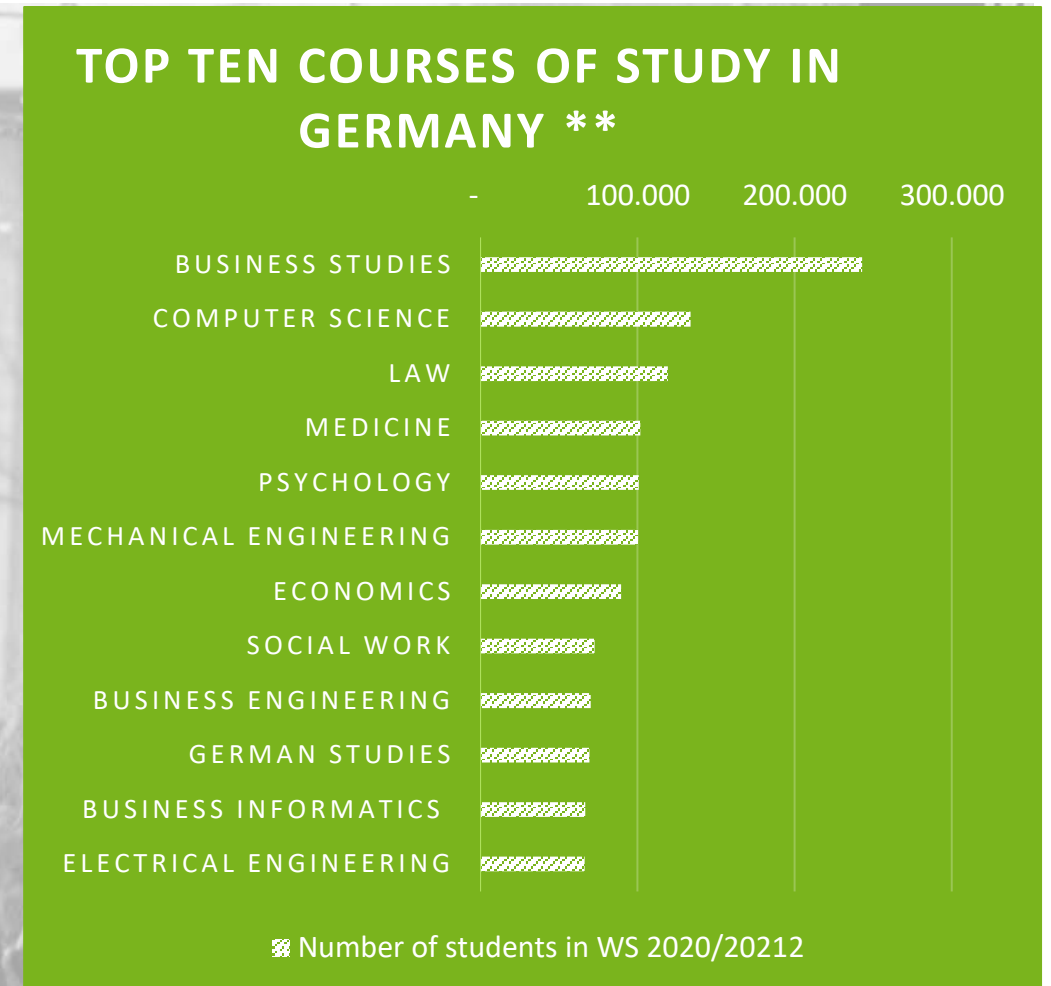
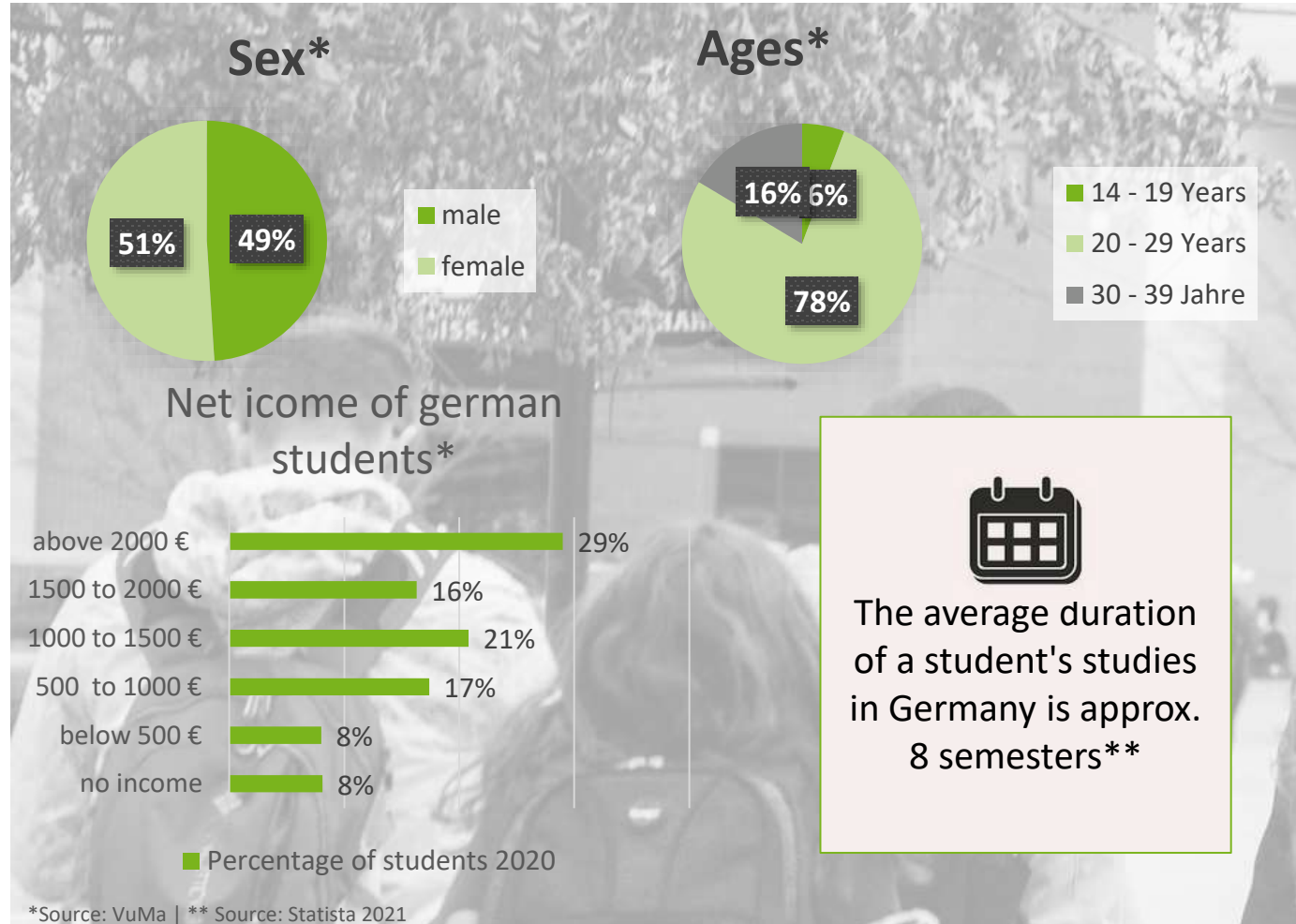
# Facts and figures about pupils at German schools

The Realschulabschluss is the most common school certificate in Germany



# Facts and figures about students at German universities

The most popular subject of study for German students is business administration



# Content Marketing – Score with content!

Options from businessAD

Work with us to develop a **content marketing campaign** tailored to your individual communication goal.

From simple **paid articles** to **sponsored post** or **advertorials** to your own **brand hub** as an exclusive topic page for your brand world, everything is possible!

No matter what you choose, every contribution is carefully reviewed by our content experts to ensure the greatest possible added value and tonality for our high-quality B2B/decision-maker target groups.

On request, our **content manufactory** can also **advise you conceptually** and create the right content for you.

- Exclusive aggregation page for their Sponsored Post series
- High visibility of your content through extensive teaser measures

## (Native) Advertorial

- Fixed teasers ensure additional traffic and permanent Visibility in the booked campaign period

## Sponsored Post

- 24 hours on the homepage
- Social Media Push
- Newsletter Integration

## Paid Article

- Easy publication in the newsflow without further teaser measures

# Content Marketing – Score with the content!

Sponsored Post | Channel Education & Career

This form of advertising appears like a normal news article and is well suited for presenting products and services that require explanation.

The sponsored post remains present on the homepage for at least 24 hours and through the direct integration into the publisher's CMS, it is constantly available on the website like a normal news article and uses all available communication channels (including Twitter, Facebook) + newsletter.

The customer provides text and image material, the publisher adapts it editorially. The article should preferably take the form of an expert guest post or interview.

Possible on the following portals:



## Specifications:

- Available on request for the respective portal.

## Example

**einstieg** Studien Ausbildung Geht New kein Plan Bewertung Scores Messen Login mehr

### KfW-Studienkredit

Ganz einfach das Studium finanzieren

Anzeige

Während des Studiums müssen sich viele Studenten Gedanken über ihre Finanzen machen. Eine mögliche Option in Sachen Studienfinanzierung ist der KfW-Studienkredit. Wir erklären, warum es dabei genau geht.

Nach dem Abitur wollen viele Schülerinnen und Schüler an einer Hochschule studieren. Hierbei ergibt für das Studieren jede Menge Spaß und neue Erfahrungen. Es kostet aber auch Geld: Miete, Nebenkosten, Materialkosten, Freizeitaktivitäten und zusätzliche Kosten wie der Herbstverkauf müssen irgendwie bezahlt werden. Über sein **Staatlich finanziert**, aber nicht jobben oder sich von den eigenen Eltern unterstützen lassen kann oder sein BAföG erhält, muss sich Alternativen überlegen wie zum Beispiel der KfW-Studienkredit. Bis zu 150 Euro monatlich fließen auf das eigene Konto – und das ganz unabhängig vom eigenen Einkommen und dem der Eltern.

#### Wer bekommt den KfW-Studienkredit

Glücklicherweise gibt es nur sehr wenige Voraussetzungen, die erfüllt werden müssen, um einen KfW-Studienkredit zu erhalten. Diese Punkte müssen erfüllt werden:

Volljährige Studienende an einer staatlichen oder staatlich anerkannten Hochschule mit 18+ in Deutschland, die zum Finanzierungsbeginn maximal 44 Jahre alt sind und zu einer der nachfolgenden Gruppen zählen:

- deutsche Staatsangehörige mit Wohnsitz in Deutschland.

## Social Media Teaser

**einstieg** Köln

Der KfW-Studienkredit  
Ganz einfach das Studium finanzieren

Geteilt 20 Mal

einstieg Nach dem Abitur wollen viele Schülerinnen und Schüler an einer Hochschule studieren. Hierbei verspricht das Studieren jede... mehr

## Newsletter Teaser

**Ganz einfach das Studium finanzieren**

Während des Studiums müssen sich viele Studenten Gedanken über ihre Finanzen machen. Eine mögliche Option in Sachen Studienfinanzierung ist der KfW-Studienkredit. Wir erklären, warum es dabei genau geht.

# Content Marketing – Score with content!

(Native) Advertorial | Channel Education & Career

The advertorial differs from the Sponsored Post. In addition to the publication of your content under the brand world of the booked portal, it contains fixed teasers that direct additional traffic to your content and also guarantee permanent visibility during the booked campaign period.

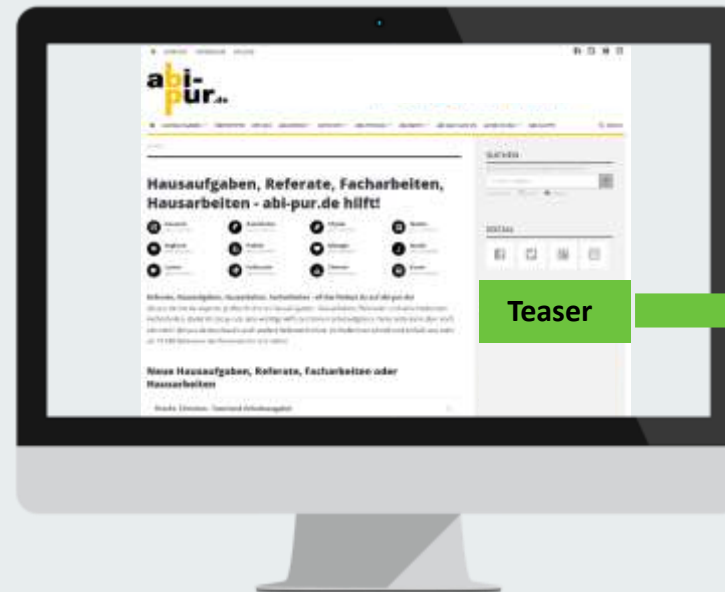
Advertorials are also suitable for a cross-site roll-out on several portals.

Possible on the following portals:

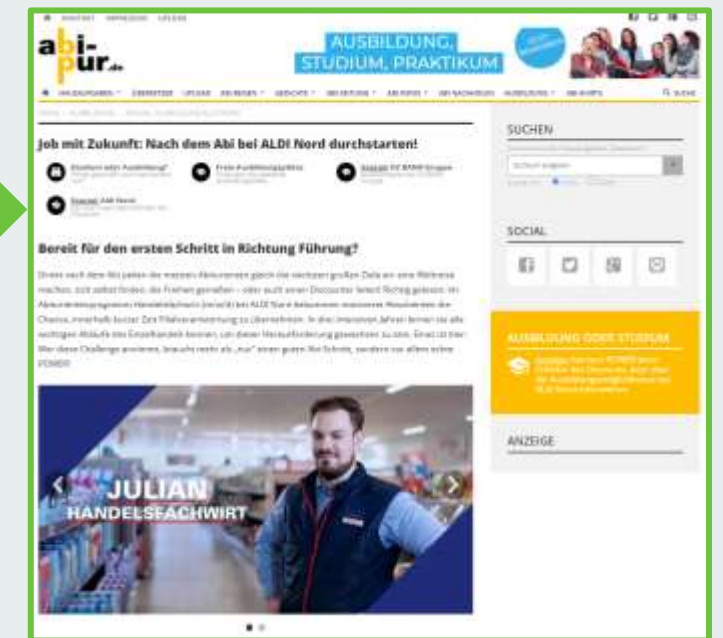


## Advertorial Example

Fixed teaser:



Site - linking to landing page with customer-specific product information in the editorial layout of the site:



Product details vary by portal.

Landingpage: Specification on request

# Content Marketing – Score with content!

Scaleable Native Ads | Play-out variations

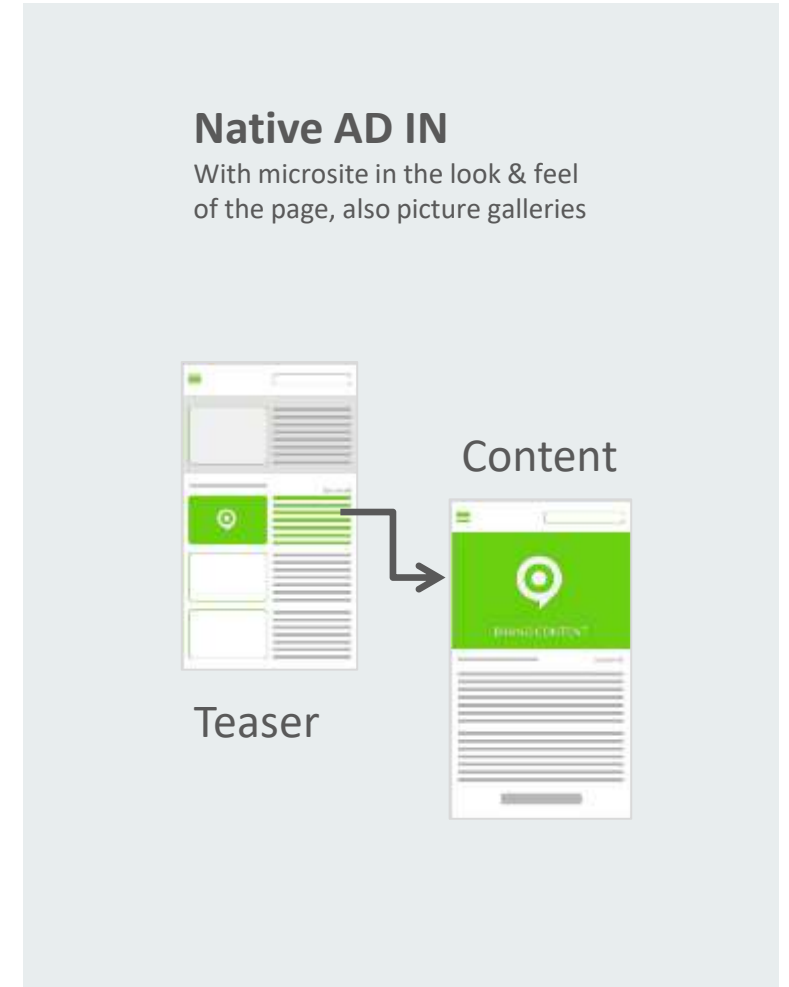
## Native Ad In

With this technology, your content is seamlessly integrated into the editorial environment as a marked sponsored article or advertisement. Video integration possible. The teasers and the article page appear in the look & feel of the page.

Advantages:

- several journalistic teasers in the CSS of the websites,
- teaser playout on Start, section Start, article page
- very good performance
- not SEO effective
- not recognizable as duplicate content
- social Plug-ins
- good evaluation options

Possible on the following portals:





# Content Marketing – Score with content!

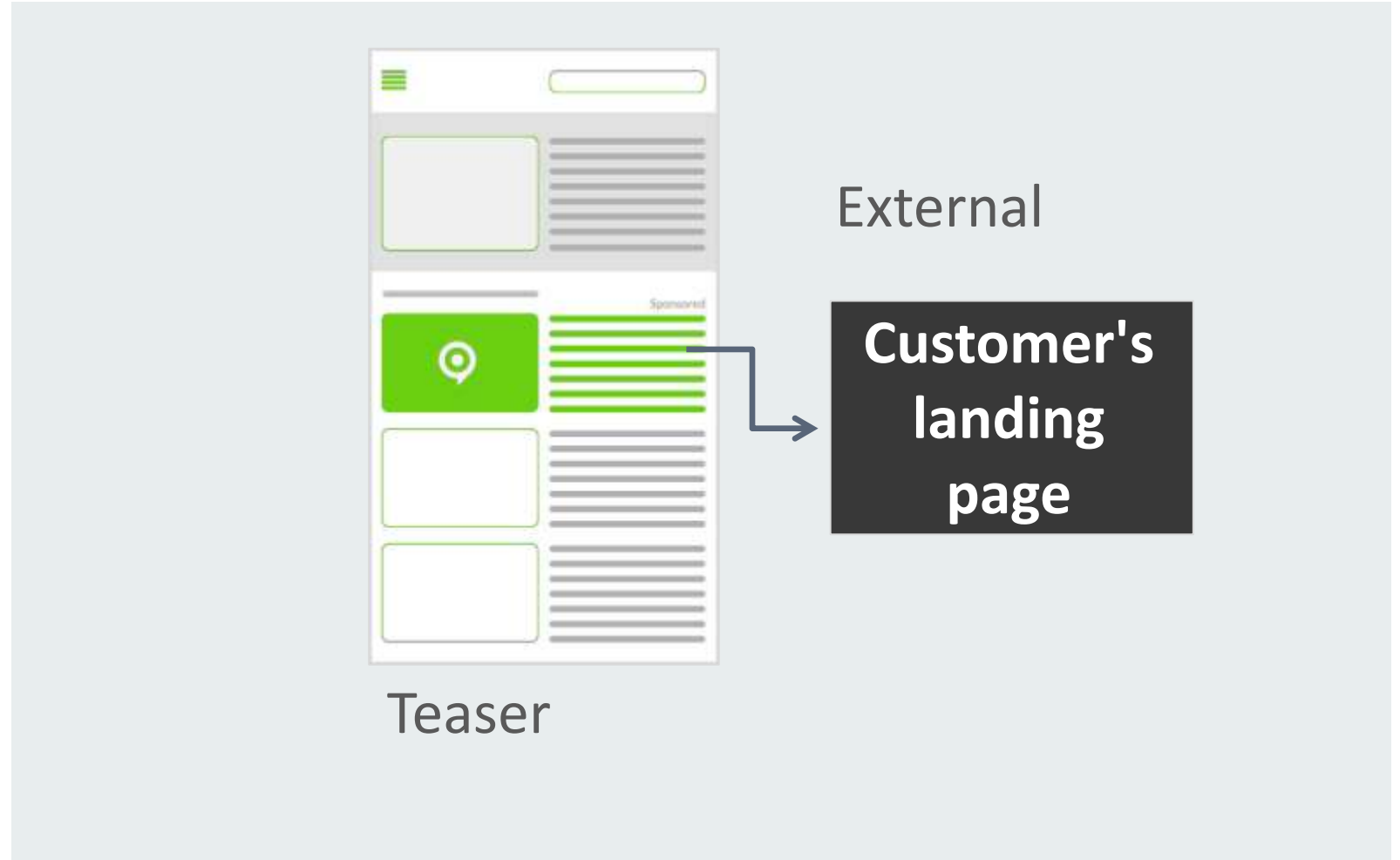
Skalierbare Native Ads | Play-out variations

## Native Ad Out

The native ad out format is a text-image ad with a high degree of adaptation in the editorial component and links to an external target when clicked.

The text image ads are always 100% adapted to the usual news teasers of the respective media and marked as an ad.

Possible on the following portals:



# The portal for presentations and homework help for secondary level 2

Fact Sheet | abipur.de

**abi-pur.de** offers secondary level 2 students over 15,000 homework, exams, presentations, papers, biographies, interpretations and summaries that they can use for their success in the Abitur.

In addition to the subject-specific offer, the website with its own forum also serves the exchange of students with each other.

In addition to the extensive homework database, there are more than 15,800 poems that can also be accessed free of charge.

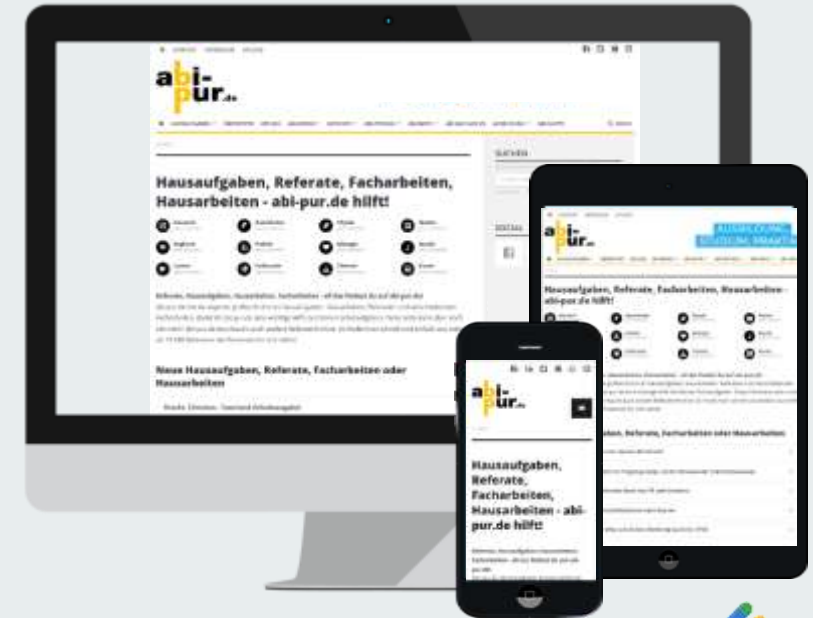
## Key data

### Target group

- A-level students
- University students to be

### Sections and environments

- Homework
- Translator
- Abi Tours
- Poems
- Abi-Zeitung
- Abi-Infos
- Catching up on Abi
- Training



### Traffic

|                  |         |
|------------------|---------|
| Page Impressions | 214.895 |
| Visits           | 130.239 |
| Uniques          | 90.783  |

**abirechner.org** offers secondary level 2 students the opportunity to calculate their NC = Numerus Clausus = Average Mark themselves.

Since the Abitur is still a matter for the federal state, the high school graduates can create a query and extrapolate their current NC average depending on their place of residence.

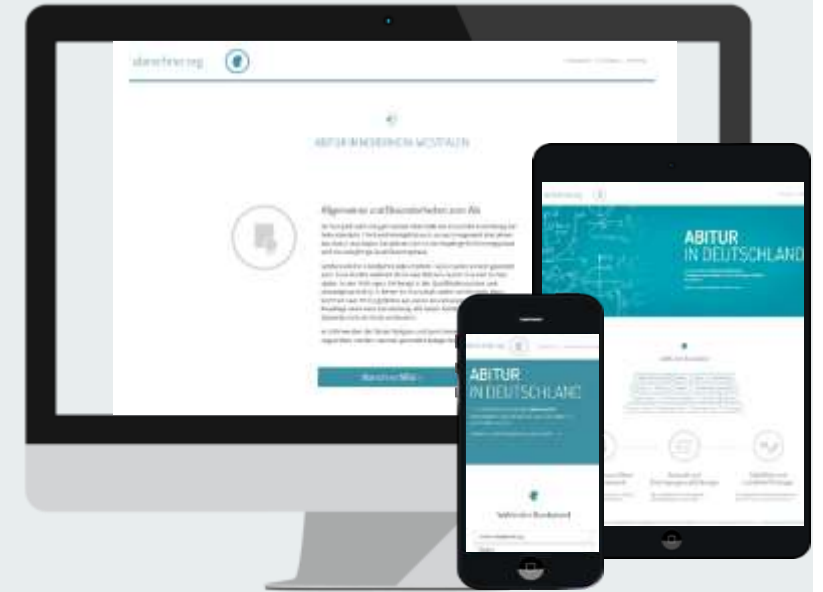
## Key data

### Target group

- between 15 and 19 years
- pupils
- High School finishers

### Sections and environments

- Abitur



### Traffic

|                  |       |
|------------------|-------|
| Page Impressions | 4.731 |
| Visits           | 3.548 |
| Uniques          | 2.839 |

**Audimax.de** is a specialist for print and online communication in the target group of students, graduates and high school graduates. In the Career Center, Audimax offers job-entry offers exclusively for academics. With over 51,000 job offers from leading German companies, Audimax is one of the largest job exchanges for academics. As a supplement, **audimax.de** concentrates on providing specific know-how in the areas of study and career entry for students, graduates and young professionals. Within the audimax advertising network with newsletters, **meinprof.de** and the app Mensa-Jäger the medium offers interesting communication possibilities with the student target group.

## Key facts

### Target group

- Students
- Graduates
- Young professionals

### Topics and sections

- Graduation... and then?
- Education
- Career
- Engineer
- IT
- Natural sciences
- Economics
- Law



### Traffic

|                  |         |
|------------------|---------|
| Page Impressions | 110.576 |
| Visits           | 53.553  |
| Uniques          | 29.734  |
| Newsletter       | 36.800  |

# The first online address with tips for a successful application

Fact Sheet | bewerbungswissen.net

**bewerbungswissen.net** offers job seekers comprehensive assistance in the search and application process. The site is characterized by high-quality summaries from the best textbooks and specialist articles as well as discussions with HR decision-makers.

The user is accompanied in all steps from the job search to the employment contract. In addition, there are many tips for designing the application documents and preparing for an interview, etc. ready.

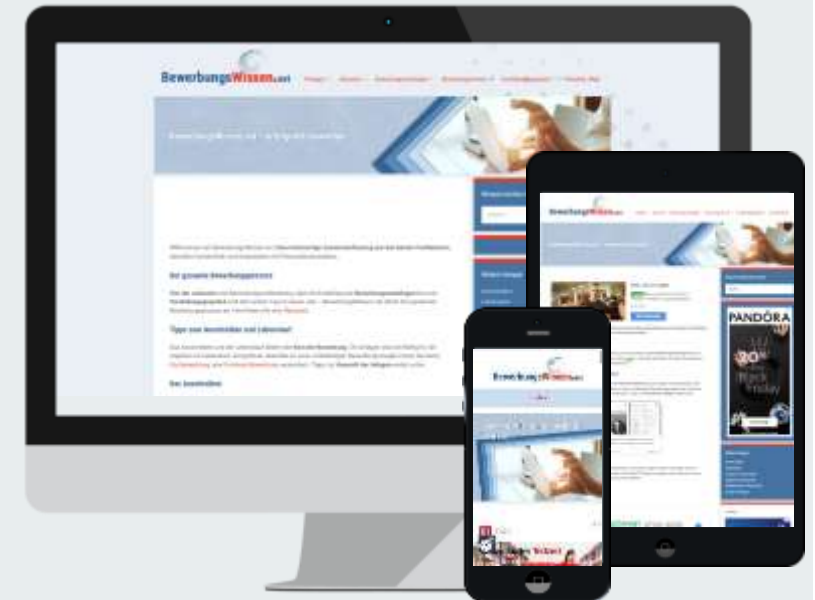
## Key facts

### Target group

- School graduates
- Students
- Graduates and Young Professionals

### Topics and Sections

- Templates
- Jobs
- Application
- Forms of application
- Interview



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 13.000 |
| Visits           | 9.300  |
| Uniques          | 8.300  |

**bwl24.net** offers information about business administration as an online portal. From studies and study content to further education and the challenges in professional life.

Users can access a database of scripts and term papers, as well as get advice from the magazine section with extensive articles on all topics of business administration or exchange ideas with others in the forum.

## Kerndaten

### Target group

- Business Administration Students
- Business economists in professional life

### Topics and sections

- Forum
- Scripts
- All about studying
- Profession & Career
- Magazine



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 13.000 |
| Visits           | 10.000 |
| Uniques          | 9.000  |

# The online portal for prospective industrial engineers

Fact Sheet | der-wirtschaftingenieur.de

**der-wirtschaftingenieur.de** informs all prospective industrial engineers and those who want to become one about their studies, career opportunities and current topics in business and technology.

An industrial engineer is a generalist between business and technology and can be employed in a variety of industries. Fields of activity are available in the controlling departments, IT or even in the management of companies. By choosing major areas of study, the direction can be chosen in advance.

## Key data

### Target group

- Studenten und Absolventen der Wirtschaftsingenieurwissenschaften
- Abiturienten

### Topics and Sections

- General
- Integration
- Technology
- Economy



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 14.000 |
| Visits           | 11.000 |
| Uniques          | 10.000 |

# The portal for classifieds by and for students

Fact Sheet | the bulletin board | dsble.de



**dsble.de** is the bulletin board for students. Here students can offer second hand items or apartments or buy them themselves at reasonable prices.

## Kerndaten

### Target group

- Students

### Topics and Sections

- Catalogue
- Housing
- Classifieds
- Furniture



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 69.378 |
| Visits           | 17.153 |
| Uniques          | 11.232 |



# The portal for presentations and homework help

Fact Sheet | e-hausaufgaben.de



**e-hausaufgaben.de** is an online community that has existed since 2001 and lists around 225,000 members so far. The platform serves students to exchange ideas on school and non-school topics. As a great added value, e-hausaufgaben.de offers an archive with over 12,000 free homework, exams, presentations and papers, as well as a forum with student support, where questions can be answered within a few minutes. With a total of around 1.5 million online contributions, the portal is one of the largest German-speaking networks on the subject of school and training and dual studies.

## Key data

### Target group

- Pupils
- Apprentices
- Students
- 14-21 year olds

### Sections and environments

- Presentations and term papers
- Interactive Forum
- Text correction
- School – and then?



### Traffic



|                  |         |
|------------------|---------|
| Page Impressions | 164.656 |
| Visits           | 102.140 |
| Uniques          | 200.000 |

# Entry into studies and career – your career starts here

Fact Sheet | einstieg.com



**einstieg.com** brings Germany into training and study. Young people who want to achieve their professional goals get in touch with universities and companies here. Parents and teachers learn how they can help their children or pupils in the process of career orientation. Universities and companies, on the other hand, find support in university and training marketing when they get started.

Today's young people live online – 24 hours a day. With the interactive online offers on einstieg.com, they are picked up there and provided with exactly the information they need for their choice of study and career in the orientation jungle.

## Kerndaten

### Target group

- Young people looking for training
- High school graduates
- Future students

### Topics and sections

- Study
- Training
- Application
- Gap Year
- Career
- Measure
- Stories



### Traffic

|                  |         |
|------------------|---------|
| Page Impressions | 478.580 |
| Visits           | 177.989 |
| Uniques          | 70.000  |



**Golem.de** is aimed at professional computer users and reports on all topics of the IT industry on a daily, competent and fast basis. IT specialists, online managers, marketing decision-makers and buyers receive well-founded analyses of market developments and important professional information on the potential of products, brands and markets through background reports, purchase recommendations and market research results.

**Golem.de** is the independent, high-reach brand for quality journalism in the IT segment – online and mobile.

## Key data

### Target group

- CTOs/CIOs, Decision Makers IT & Consumer Electronics
- Marketing decision-makers & online managers
- Buyers & E-Commerce Managers
- Developer
- Early adopters and tech-savvy

### Topics and sections

- Soft- und Hardware (News & Entwicklung)
- Digitale Wirtschaft IT- und TK-Branche
- Mobilität der Zukunft
- Wissenschaft & Technik
- Exklusive Videoinhalte
- **Stellenmarkt / Jobs**



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 81.000 |
| Visits           | 33.967 |
| Uniques          | 9.007  |



# The job board for engineers

Fact Sheet | ingenieur.de

**ingenieur.de** is the innovative German-language engineering portal. The digital platform of INGENIEUR.de offers job exchange and news portal with a large career and technology magazine. In the category Careers are monthly a large number of students of engineering.

**ingenieur.de** is part of VDI Verlag, the leading media company for engineers and technical specialists and executives.

*VDI Verlag* is part of the Association of German Engineers (VDI). The VDI is one of Europe's largest associations for engineers and scientists with 140,000 members.

## Kerndaten

### Target group

- Studierende aus allen Ingenieurwissenschaften

### Topics and sections

- Technology
- Career
- Jobs
- Recruiting Day
- Trade Media
- Entertainment



### Traffic

|                  |           |
|------------------|-----------|
| Page Impressions | 1.168.652 |
| Visits           | 723.675   |
| Uniques          | 700.000   |
| Newsletter       | 40.000    |



**karrierebibel.de** is the guide to applying, studying, jobs and career. Karrierebibel.de is one of the most relevant job and application portals in the German-speaking countries. The portal contains over 4,000 articles on the topics of application, profession, employment law and self-employment. In addition, **karrierebibel.de** offers users more than 500 templates, checklists, tests and coaching programs on the subject of jobs and careers.

The Karrierebibel Group also includes the sister portals **karrieresprung.de** and **karrierefragen.de**, which round off the offer.

## Key data

### Target group

- Pupils, students, graduates
- Young Professionals
- Professionals
- HR Professionals

### Topics and sections

- Application & interview
- Job description
- Job & Psychology
- Labour law
- Finances
- Independently
- Management
- Etiquette & Rules of Etiquette
- Readable



### Traffic

|                  |           |
|------------------|-----------|
| Page Impressions | 4.516.226 |
| Visits           | 2.445.720 |
| Uniques          | 1.193.744 |

**Karrierefragen.de** is the sister portal of Karrierebibel.de and Karrieresprung.de. Together, the Karrierebibel Group now reaches more than 4 million readers a month – mostly employed people between the ages of 18 and 60. On **Karrierefragen.de** you will find answers to questions about training, application, career choice, employer, salary or job.

## Key data

### Target group

- Pupils, trainees
- Students, graduates
- Young Professionals
- Those interested in education
- Professionals

### Topics and sections

- Career
- Jobs
- Training
- Study
- Application
- Interview
- Labour law
- Salary
- Work & Colleagues



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 20.559 |
| Visits           | 17.463 |
| Uniques          | 11.285 |

**Karrieresprung.de** is the job board of the Karrierebibel Group. Here one will find current job advertisements, job offers, job profiles and tips for applying.

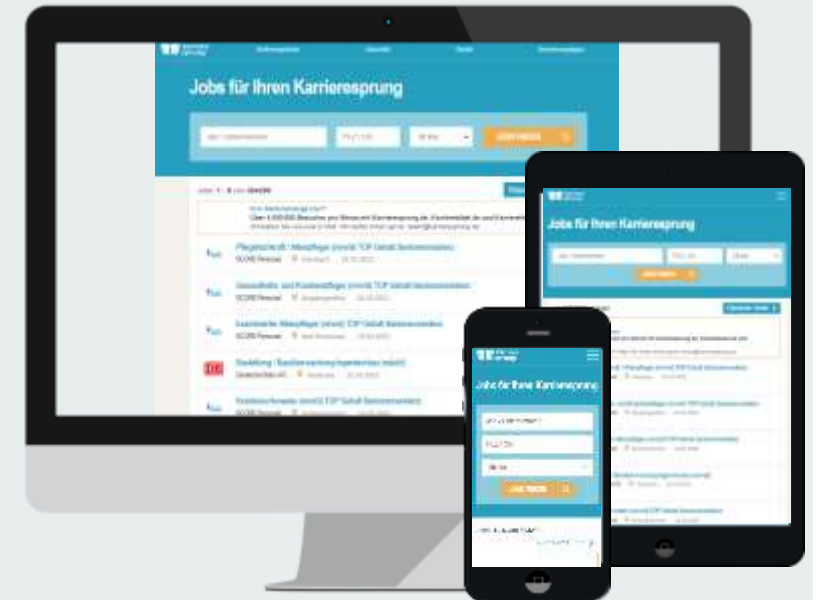
## Key data

### Target group

- Pupils, trainees
- Students, graduates
- Young Professionals
- Those interested in education
- Professionals

### Topics and Sections

- Vacancies
- Job Profiles
- Cities
- Application tips



### Traffic

|                  |         |
|------------------|---------|
| Page Impressions | 117.313 |
| Visits           | 99.645  |
| Uniques          | 64.395  |

# The portal for mathematics tutoring

Fact Sheet | mathematik-wissen.de

**Mathematik-wissen.de** is an online portal for secondary school students 1 and 2. The website offers its visitors exclusively mathematics content. Rules, definitions, explanations and examples deepen the mathematical knowledge learned in school.

The topics are sorted according to the general curriculum for schools. Students of the 5th grade will find everything about basic arithmetic, natural numbers, fractions and geometry. For high school graduates, on the other hand, the website offers knowledge on stochastics and vector calculus, among many other subjects.

## Key data

### Target group

- Students in grades 5 – 13
- 11-19 year olds

### Topics and sections

- Class 5
- Class 6
- Class 7
- Class 8
- Class 9
- Analysis
- Vector calculus
- Stochastics



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 16.995 |
| Visits           | 14.441 |
| Uniques          | 8.495  |



# Messen.de – Subject area Human Resources and Training

Factsheet | Messen.de (Subject area Human Resources and Training)



**Messen.de** is a free, editorially maintained trade fair calendar for companies and private customers who act as trade fair visitors or exhibitors.

## Key data

### Target group (in the subject area career)

- Pupils and students
- Trainee
- Young Professionals

### Topics

- Career Day
- Graduates' Fair
- Youth Education Fair
- Job Fair



### Anteiliger Traffic\*

Page Impressions

Visits



346.350

158.646

\*Traffic represents a quarter of the total traffic on messen.de

**mystipendium.de** has – within a few years – managed to become one of Europe’s biggest platforms for scholarships and is helping today millions of students to receive one. Via matching procedures the search for a suitable scholarship is reduced significantly. With about 15,000 scholarship programmes totalling 27 bn Euro per year and 5.1 mio. users mystipendium.de is the biggest scholarship platform in Germany.

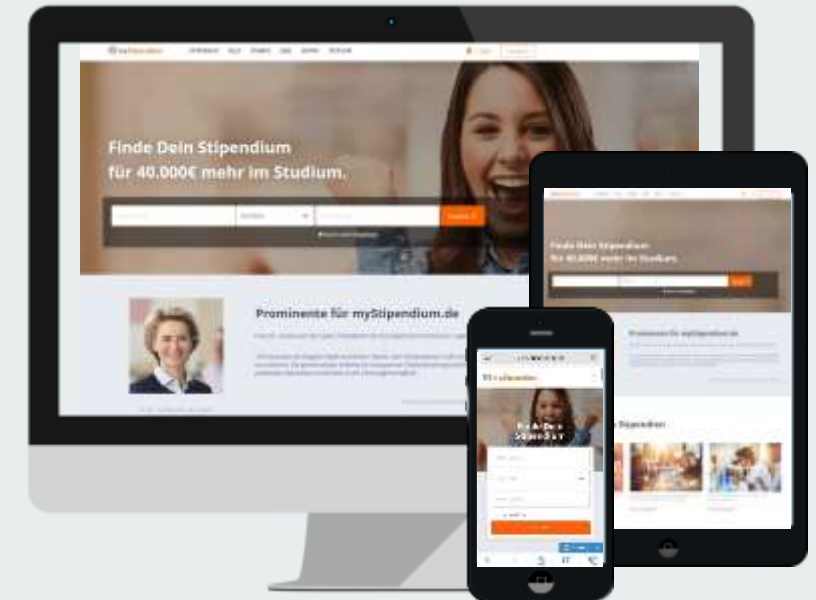
## Key data

### Target group

- High school graduates
- Students
- PhD students

### Topics and sections

- Scholarships
- Scholarships abroad
- More money in your studies
- Internship
- BAföG
- Application



### Traffic

|                  |         |
|------------------|---------|
| Page Impressions | 449.015 |
| Visits           | 105.651 |
| Uniques          | 92.444  |

# The orientation portal for high school graduates

Fact Sheet | nach-dem-abitur.de



**nach-dem-abitur.de** gives pupils and high school graduates inspiration, tips & orientation on important topics such as school, study, career entry and career. The portal offers information about stays abroad, life planning, lifestyle & self-management.

What are the advantages of studying compared to an apprenticeship, what are the disadvantages? Questions that arise for young people in the time between school and work are answered here. E.g. how to finance one's education?

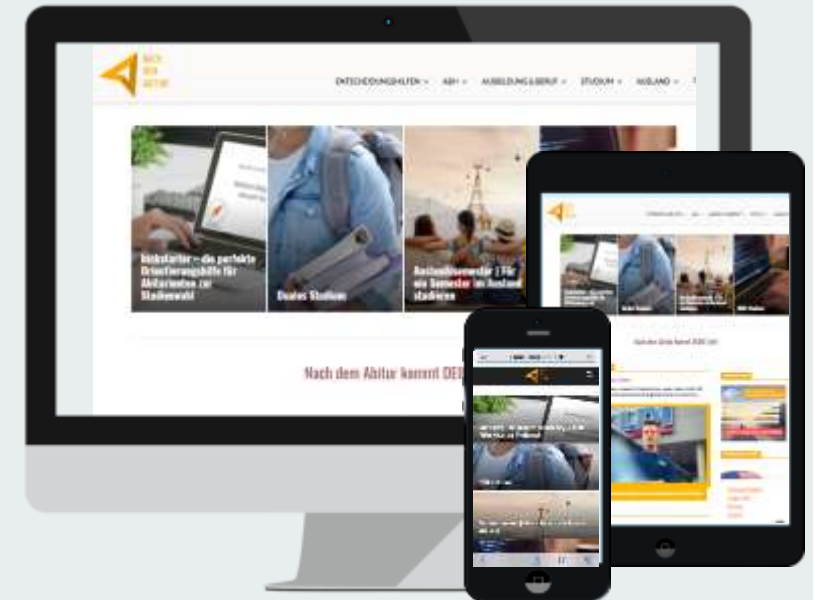
## Key data

### Target group

- Between 16 and 30 years
- Pupils
- High school graduates
- Young people in orientation

### Topics and sections

- Decision support (measuring, consulting)
- Abi + (Bafög, learning tips)
- Education and career (internship, job search)
- Studies (universities, financing, part-time jobs, student life)
- Abroad (Work & Travel, language trips)



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 33.754 |
| Visits           | 18.279 |
| Uniques          | 8.922  |

# The career choice portal for pupils

Fact Sheet | schuelerpilot.de



**schuelerpilot.de** makes students ready for the future. With a career choice test, which includes personal strengths and interests in addition to school performance, the site provides decision-making aids for career entry. In addition, the site offers comprehensive information about apprenticeships, applications, courses of study and the financing of the desired training path.

An up-to-date NC Numerus Clausus database and an Abi calculator round off the orientation aid for pupils perfectly.

## Key data

### Target group

- Between 15 and 19 years
- Pupil
- High school graduates
- Young people in orientation

### Topics and sections

- School
- Training
- Study
- Dual studies
- Foreign countries
- Application
- Dwell
- Scholarships



### Traffic

|                  |         |
|------------------|---------|
| Page Impressions | 179.899 |
| Visits           | 82.542  |
| Uniques          | 67.727  |

# The expert portal for studying

Fact Sheet | studium-ratgeber.de



**studium-ratgeber.de** is the expert portal for Study, Job & Career, Student life, foreign countries & Work and Travel.

The young target group is provided with all information on universities, disciplines as well as study financing tips and stays abroad. There are a variety of articles and experience reports that present the different possibilities during your studies. Numerous tips and recommendations from the editors round off the portfolio

In addition, there is a forum on the site where prospective students and students can exchange ideas among each other.

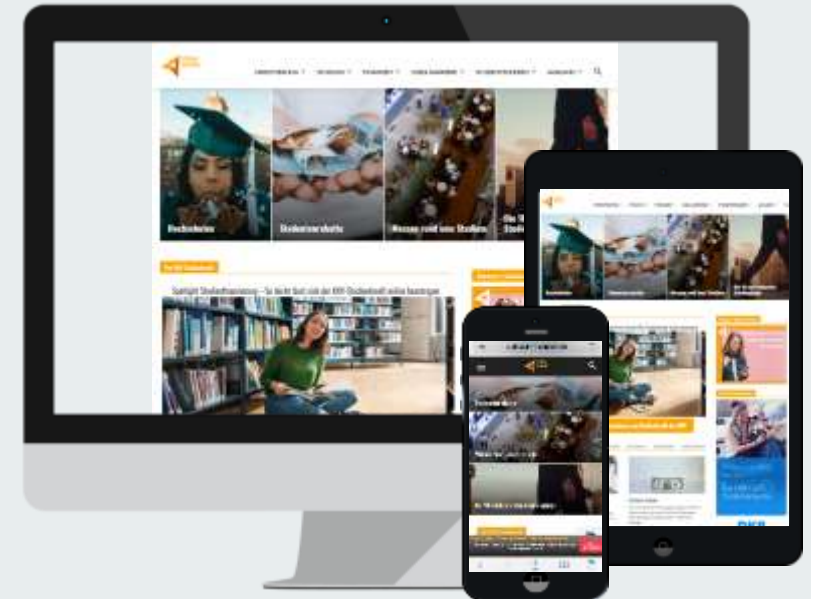
## Key data

### Target group

- Between 16 and 30 years
- pupils
- High-school graduates
- Young people in orientation

### Topics and Sections

- Study
- Finances
- Job & Career
- Student life
- Travel
- Hybrid library



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 34.999 |
| Visits           | 21.533 |
| Uniques          | 19.380 |

# The website network for students

Fact Sheet | unicum.de

**unicum.de** is the website for students and graduates and has been offering useful services for studying and starting a career since 1995. **UNICUM-Abi.de** services range from celebrity interviews and exam tips to study and career orientation. UNICHECK offers prospective students orientation for choosing the right course of study with the help of degree programmes and university profiles as well as an advice section. The **UNICUM Career Center** is the online career portal for high school graduates, students and graduates and offers the best free job aptitude test according to Stiftung Warentest.

Unicum.de is offered in cooperation with Unicum Digital GmbH and can be booked as part of a trading agreement in the channel Training and Career at businessAD.

## Key data

### Target group

- High school graduates
- Student
- Graduates
- Young Professionals

### Topics and sections

- Abi... And then?
- Life
- Entertainment
- Student life
- Studies A-Z
- Studying successfully
- Bachelor/Master
- Career Center



### Traffic

|                  |         |
|------------------|---------|
| Page Impressions | 862.499 |
| Visits           | 566.991 |
| Uniques          | 460.000 |

**unideal.de** is a collection of the best deals and discounts for students from more than 2,000 shops. In addition, unique deals and offers from the areas of fashion, furniture, electronics, food & drink, leisure, tariff check, finance, insurance, mobility and travel are regularly presented. In the magazine, the in-house journalists present the best tips and tricks as well as their personal recommendations.

## Key data

### Target group

- Students

### Topics and sections

- Credit notes
- Bargain Guardian
- Unique Deals
- Sustainable deals
- Student bargains
- Magazine



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 36.346 |
| Visits           | 19.685 |
| Uniques          | 13.123 |

**Uniturm.de** is the largest German-language learning portal for students. Since 2007, more than 10,000 summaries, exercises and exams have been made available for free download. The knowledge content is provided on the platform by students for students. Furthermore, users can also ask questions directly to their fellow students and exchange ideas about study-relevant topics. The magazine also provides helpful information about school, study, university life and work. Further offers are the free study choice and career choice test, the NC calculator and a job exchange.

## Key data

### Target group

- prospective students
- Students
- Young people in orientation

### Topics and sections

- Home page
- Fan
- Topics
- Premiums
- Help
- Magazine
- Jobs
- Educational Software
- Choice of study
- Credit notes



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 90.314 |
| Visits           | 49.262 |
| Uniques          | 30.789 |



# The online portal for career choice

Fact Sheet | [welcher-beruf-passt.org](http://welcher-beruf-passt.org)

[welcher-beruf-passt.org](http://welcher-beruf-passt.org)

**Welcher-beruf-passt.org** is an online portal that offers people in career orientation information on a wide variety of professions. Furthermore, everyday working life, training, salary prospects and further training opportunities as well as further perspectives within the respective professions are described in detail. The offer is rounded off with an orientation test to identify the right profession for everyone.

## Key data

### Target group

- Teenager between 15 to 19 Years
- Pupils
- High school graduants
- Young people in orientation

### Topics and sections

- Practical
- Scientific
- Artistic
- Social
- Entrepreneurial
- Administrative



### Traffic

|                  |        |
|------------------|--------|
| Page Impressions | 86.009 |
| Visits           | 49.885 |
| Uniques          | 43.005 |

# Meinprof.de -The academic evaluation portal

Fact Sheet | meinprof.de



On **meinprof.de** students evaluate their courses and thus help fellow students and high school graduates to choose the right courses for them. Students have already submitted more than 443,000 ratings for over 111,000 courses from around 50,000 lecturers. Banner placement on **meinprof.de** therefore guarantees you a targeted anchoring of your online campaign in a very useful environment.

## Key data

### Target group

- Students

### Topics and sections

- University Ranking
- Top Lists



### Traffic

|                  |         |
|------------------|---------|
| Page Impressions | 177.710 |
| Visits           | 84.103  |
| Uniques          | 45.548  |

# Gabler Wirtschaftslexikon Online – The knowledge of the experts

Factsheet | Gabler Wirtschaftslexikon | wirtschaftslexikon.gabler.de

GABLER WIRTSCHAFTSLEXIKON

The **Gabler Wirtschaftslexikon** is the largest economic encyclopedia in the German-speaking countries. With the Gabler Wirtschaftslexikon, the largest German-language selection of business and lexical know-how is available on the Internet with more than 25,000 key words - written by 170 experts and constantly reviewed by the editor.

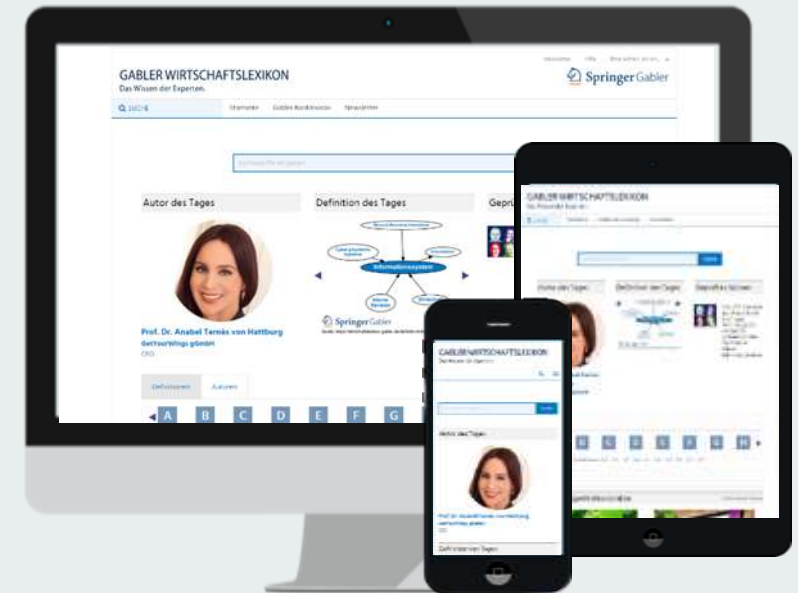
## Key facts

### Target groups

- Academics, high potentials and young professionals
- Graduates and graduates
- All persons with business and economic interest
- Doctoral Candidates, Speakers, Consultants

### Topics and environments

- Business / Economy
- Banking industry
- Law
- Accounting / Controlling
- Marketing
- Business computer science



### Traffic



|                  |         |
|------------------|---------|
| Page Impressions | 760.648 |
| Visits           | 538.623 |
| Uniques          | 800.000 |

# Preise | Channel Education & Career

## Display Multiscreen



| Display Multiscreen   | Channel Rotation |
|---|------------------|
| Billboard / Sitebar + Mobile Interscroller                      | 90 €             |
| Billboard / Sitebar + Mobile Halfpage Ad                        | 85 €             |
| Wallpaper/Halfpage Ad + Mobile Interscroller                    | 75 €             |
| Wallpaper / Halfpage Ad + Mobile High Impact/Mobile Halfpage Ad | 70 €             |
| Adbundle + Mobile Medium Rectangle                              | 28 €             |
| Native AD IN  | 65 €             |
| Native AD OUT   | 60 €             |
| Outstream Video Ad  | 50 €             |

Alle Preise verstehen sich zzgl. gesetzlicher MwSt. und sind AE-fähig.  
Darstellung in TKP, wenn nicht anders angegeben. Expandables mit 25% TKP-Aufschlag.

# Preise | Channel Education & Career

## Display Desktop



| Display  | Channel Rotation |
|--|------------------|
| Homepage Takeover                                  | 120 €            |
| Double Sitebar / Cinema Ad                         | 105 €            |
| Sitebar Ad   | 90 €             |
| Billboard Ad                                       | 85 €             |
| Fireplace  | 85 €             |
| Wallpaper  | 70 €             |
| Halfpage Ad  | 65 €             |
| Premium Ad Package (Billboard, Wallpaper, Sitebar) | 60 €             |
| Medium Rectangle                                   | 45 €             |
| Skyscraper   | 33 €             |
| Superbanner  | 33 €             |
| Ad Bundle  | 27 €             |
| Tandem Ad  | 95 €             |
| Floor Ad   | 90 €             |
| Layer/Banderole                                    | 80 €             |

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Darstellung in TKP, wenn nicht anders angegeben. Expandables mit 25% TKP-Aufschlag.

# Preise | Channel Education & Career

## Display Mobile



| Display Mobile                                     | Channel Rotation |
|--|------------------|
| Roadblock XXL – High Impact Ad + Interscroller     | 115 €            |
| Mobile Interscroller                               | 100 €            |
| Interstitial                                       | 90 €             |
| Mobile Cube Ad                                     | 90 €             |
| Roadblock XL – High Impact Ad + MMA 4:1 Ad Adhäsiv | 65 €             |
| Mobile Halfpage Ad                                 | 50 €             |
| Mobile High Impact Ad / Premium Rectangle          | 50 €             |
| Mobile Medium Rectangle                            | 40 €             |
| MMA 2:1 / 3:1                                      | 35 €             |
| MMA 6:1 / 4:1                                      | 25 €             |

Alle Preise verstehen sich zzgl. gesetzlicher MwSt. und sind AE-fähig.  
Darstellung in TKP, wenn nicht anders angegeben. Expandables mit 25% TKP-Aufschlag.



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FOR INTERNATIONAL INQUIRIES PLEASE CONTACT OUR GERMAN HEADQUARTER